



DEVELOPMENT SERVICES
DEPARTMENT

PLANNING DIVISION

CITY OF SACRAMENTO
CALIFORNIA

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November 22, 2004

City Council
Sacramento, California

Honorable Members in Session:

SUBJECT: Promenade at Natomas – Signage (P00-033)

- A. ENVIRONMENTAL DETERMINATION:** Prior Environmental Impact Report (Promenade at Natomas Final Recirculated EIR, SCH#2000072035);
- B. PLANNED UNIT DEVELOPMENT AMENDMENT** to add signage regulations to the adopted Promenade at Natomas Planned Unit Development Guidelines.

LOCATION AND COUNCIL DISTRICT:

North of Interstate 80, East of Truxel Road and Gateway Park Boulevard. (APN: 225-0160-086)
Council District 1

RECOMMENDATION:

Planning staff recommends the City Council **approve** entitlement B (below):

- B.** Adopt the attached Resolution amending the Promenade at Natomas Planned Unit Development by adding regulations regarding signage.

CONTACT PERSON: Greg Bitter, Associate Planner, 808-7816
David Kwong, Senior Planner, 808-2691

FOR COUNCIL MEETING OF: December 7, 2004 (afternoon)

SUMMARY:

The applicant proposes to amend the adopted Planned Unit Development (PUD) Guidelines for the Promenade at Natomas PUD by adding regulations regarding signage. Specifically the signage regulations relate to general signage criteria, free standing signage criteria and wall signage criteria. Notable features of the signage regulations are the inclusion of two freeway pylon signs (72 feet in height), two entry monument signs (6 feet in height) and 11 multi-tenant

monument signs (6 feet 8 inches in height). The signage regulations are consistent with the other regional retail center in North Natomas.

On September 28, 2004, the City Council approved the Promenade at Natomas Project, which included approximately 663,200± square feet of retail uses, 108,000± square feet of hotel uses (two hotels with approximately 180± total rooms), 490,000± square feet of employment center uses, and 100,000± square feet of office uses.

Prior to the September 28, 2004 hearing for this project the signage regulations within the PUD Guidelines were removed in order to allow these regulations to be considered by Council at a future date. The signage regulations are now before Council for consideration. The proposed signage regulations are found in the attached resolution (on pages 9 through 32 of this report).

In addition to project specific signage, this project will implement an off-site way finding signage program. Currently, the applicants are working with City Transportation Department staff, County Engineering staff and California Transportation Department staff regarding the placement and types of signs allowed within the jurisdiction of each of these agencies. Staff will report back to Council upon the completion of this off-site way finding signage program.

COMMITTEE/COMMISSION ACTION:

On April 22, 2004, the Planning Commission voted (four ayes, two noes) to approve the project. However, legislative entitlements require a minimum of 5 affirmative votes (pursuant to City Planning Commission adopted rules and procedures) in order to be forwarded to City Council with a recommendation of approval. As a result of the Planning Commission's vote, the Commission's recommendation is to **deny** the Development Agreement, General Plan Amendment, Community Plan Amendment, Rezone and PUD establishment entitlements. The Commission's vote did certify the EIR, approve the Mitigation Monitoring Plan, approve the Tentative Map subdividing one parcel into 33 parcels, approve the Special Permit to construct 751,000± square feet of buildings for retail use, including a gasoline fueling station, and approve a Special Permit to construct 14,000± square feet of buildings for retail use.

BACKGROUND INFORMATION:

- On May 3, 1994, the City Council adopted the 1994 North Natomas Community Plan (Resolution No. 94-259).
- On August 31, 2004, the City Council held a public hearing on the Promenade Project. The public hearing was subsequently closed and the Council asked City and Regional Transit staff to report back on: 1) planning and economic questions; 2) traffic questions; and 3) transit questions. In that same action Council continued the hearing to September 7, 2004.
- On September 7, 2004, City and Regional Transit staff reported back on the issues identified above. At the conclusion of deliberations, the Council acted on a motion of intent to approve the project with amended conditions. The motion failed on a 3-6 vote. The item was then continued to September 21, 2004 to allow for: 1) the applicant to take into consideration Council's comments; 2) the applicant to determine if they want to move forward with a revised project; and 3) staff to report back on how a modified project would be processed.

- On September 21, 2004, staff reported back to Council the applicant's desire to move forward with a revised project. The applicants believe they have addressed the Council's comments regarding the original proposal.
- On September 28, 2004, the City Council approved the Promenade at Natomas Project, which included approximately 663,200± square feet of retail uses, 108,000± square feet of hotel uses (two hotels with approximately 180± total rooms), 490,000± square feet of employment center uses, and 100,000± square feet of office uses. The Council did not approve signage regulations at this time.

FINANCIAL CONSIDERATIONS:

This report has no fiscal implications.

ENVIRONMENTAL CONSIDERATIONS:

An Environmental Impact Report (EIR) was prepared for the Promenade at Natomas Planned Unit Development in accordance with the California Environmental Quality Act of 1970 (CEQA), as amended (Public Resources Code, §21000 et seq.) and the State Guidelines (California Code of Regulations, §15000 et seq.). The report also complies with the rules, regulations, and procedures for implementation of CEQA adopted by the City of Sacramento. This Final Recirculated Draft EIR (FRDEIR) was certified by the City Council on September 28, 2004 (SCH#2000072035).

On the basis of the record and previous findings, no additional significant environmental effects will result from the approval of the Planed Unit Development Guidelines amendment, no new additional mitigation measures or alternatives are required and the approval of the Planed Unit Development Guidelines amendment is within the scope of the Promenade at Natomas Planned Unit Development FDREIR.

POLICY CONSIDERATIONS:

The overall Promenade at Natomas project, approved by City Council on September 28, 2004 was found to be consistent with City's General Plan and North Natomas Community Plan (NNCP). This amendment is consistent with the adopted Promenade at Natomas Planned Unit Development.

Smart Growth Principles - City Council adopted a set of Smart Growth Principles in December 2001 in order to promote growth that is economically sound, environmentally friendly, and supportive of community livability. The overall Promenade at Natomas project, approved by City Council on September 28, 2004, was found to promote the adopted Smart Growth Principles.

Strategic Plan Implementation - The overall Promenade at Natomas project, approved by City Council on September 28, 2004, was found to conform with the City of Sacramento Strategic Plan,

ESBD CONSIDERATIONS:

No goods or services are being purchased under this report.

Respectfully submitted,



GARY D. STONEHOUSE
Planning Director

Respectfully submitted,



MICHAEL MEDEMA
Interim Director
of Development Services

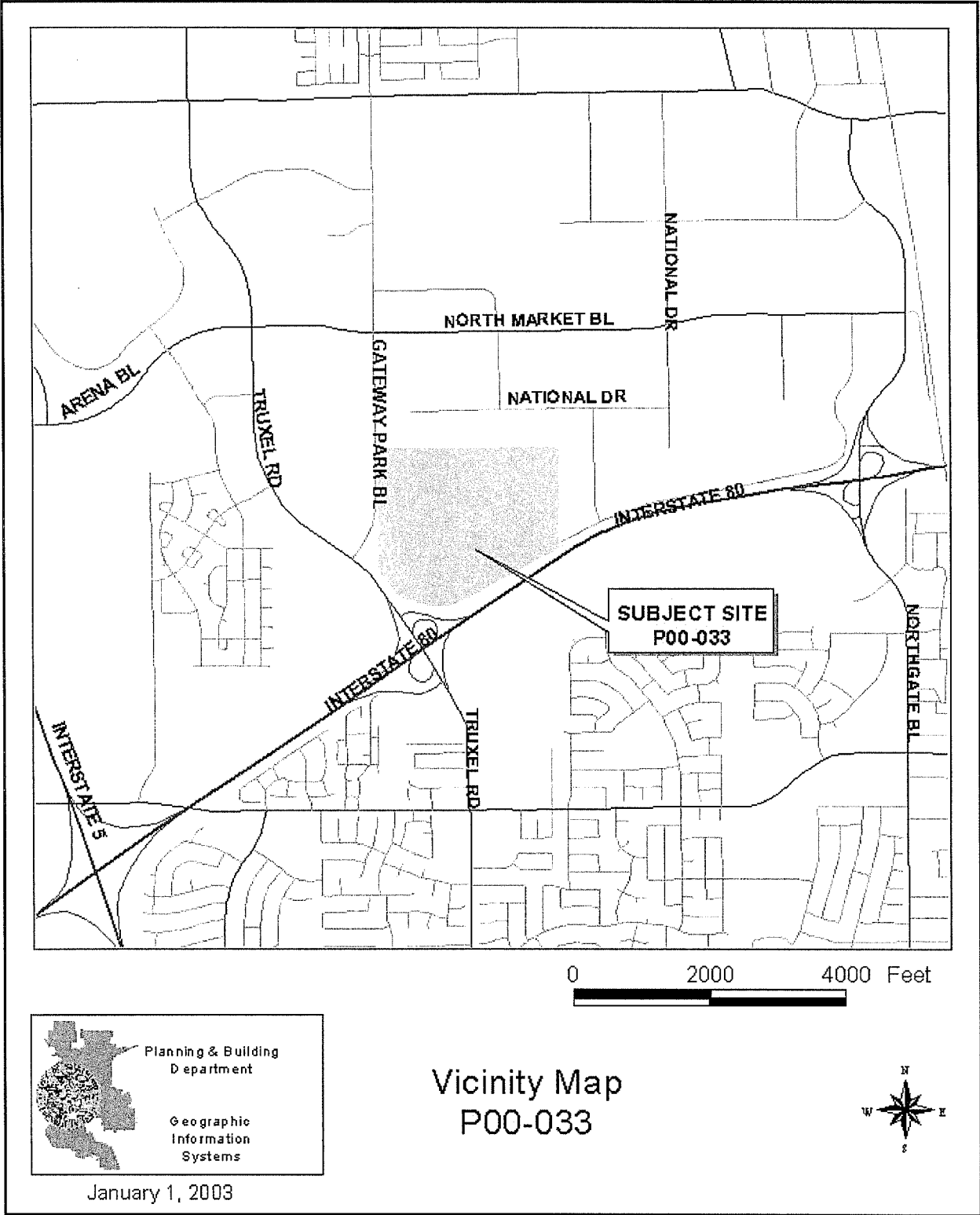
RECOMMENDATION APPROVED:



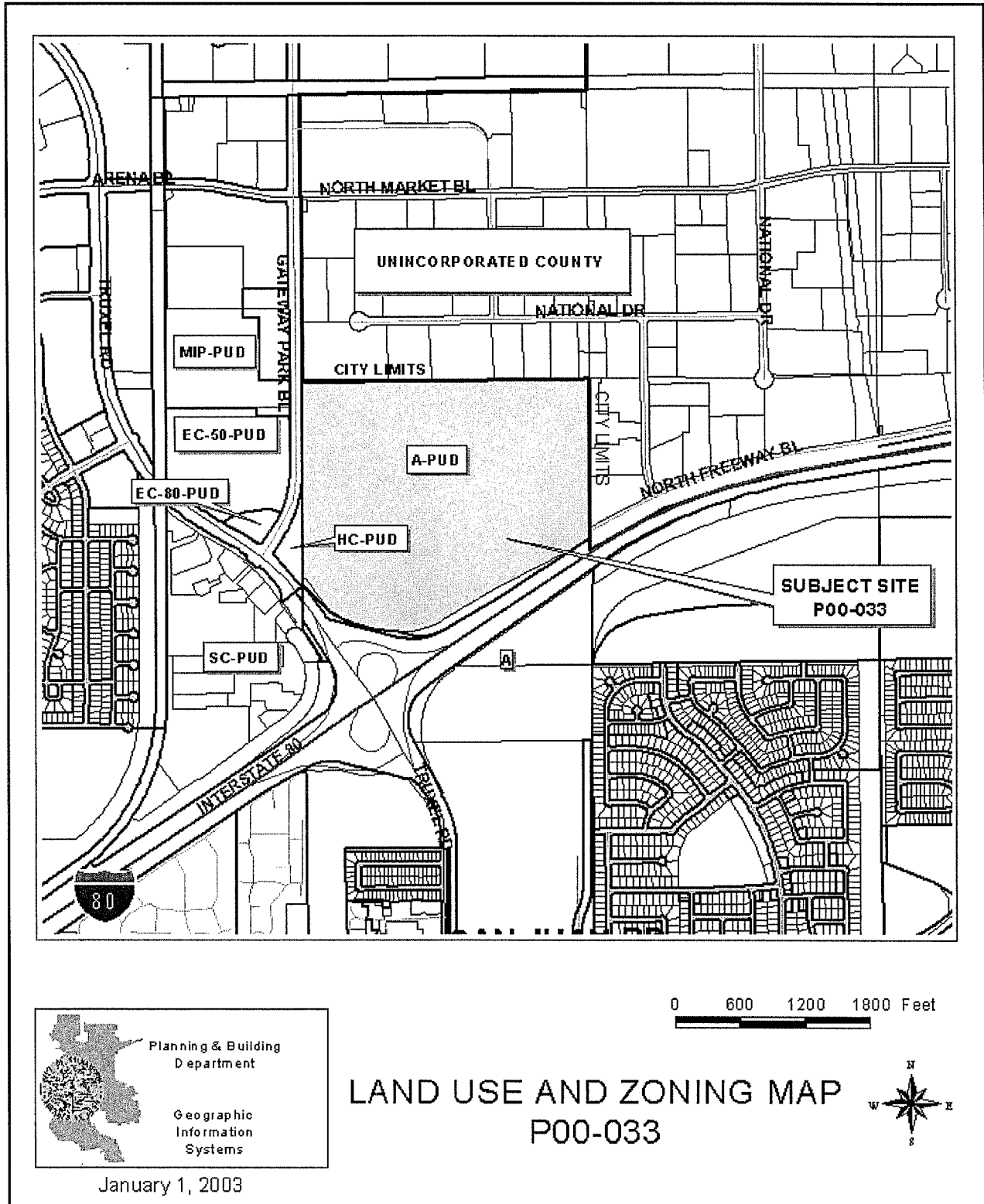
ROBERT P. THOMAS
City Manager

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ATTACHMENT A: VICINITY MAP



ATTACHMENT B: LAND USE AND ZONING MAP



RESOLUTION NO.

ADOPTED BY THE SACRAMENTO CITY COUNCIL

ON DATE OF _____

RESOLUTION AMENDING THE PROMENADE AT NATOMAS PLANNED UNIT DEVELOPMENT GUIDELINES BY INCORPORATING SIGNAGE REGULATIONS, LOCATED IN NORTH NATOMAS, NORTH OF INTERSTATE 80 AND EAST OF TRUXEL ROAD AND GATEWAY PARK BOULEVARD, SACRAMENTO, CA.

(APN: 225-0160-086)
(P00-033)

WHEREAS, the Planning Commission conducted a public hearing on April 22, 2004, and the City Council conducted a public hearing on December 7, 2004 concerning the above planned unit development guidelines amendment and based on documentary and oral evidence submitted at the public hearing, the Council hereby finds:

1. The Planned Unit Development Guidelines amendment conforms to the General Plan and the North Natomas Community Plan; and
2. The Planned Unit Development Guidelines amendment meets the purposes and criteria stated in the City Zoning Ordinance in that the PUD facilitates mixed uses designed to assure that new development is healthy and of long-lasting benefit to the community and the City; and
3. The Planned Unit Development Guidelines amendment will not be injurious to the public welfare, nor to other property in the vicinity of the development and will be in harmony with the general purposes and intent of the Zoning Ordinance in that the PUD ensures that development will be well-designed, and that the office, commercial, and open spaces uses will not create a negative impact on adjacent uses.

NOW, THEREFORE, BE IT RESOLVED by the Council of the City of Sacramento, in accordance with the Comprehensive Zoning Ordinance, Title 17 of the City Code, as amended, that:

FOR CITY CLERK USE ONLY

RESOLUTION NO.: _____

DATE ADOPTED: _____

1. The signage regulations to be included in the Planned Unit Development Guidelines for the Promenade at Natomas Planned Unit Development are attached hereto as Exhibit 1.

MAYOR

ATTEST:

CITY CLERK

P00-033

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DATE ADOPTED: _____

PROMENADE

A T N A T O M A S

SACRAMENTO, CALIFORNIA

Signage Guideline

December 2004



DSIGNART

190 N. Wiget Lane
Suite 275
Walnut Creek, CA
94598-2440
T. 925.933.9677
F. 925.933.9784
E. Info@dsignart.com
<http://www.dsignart.com>

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RESOLUTION NO.: _____

DATE ADOPTED: _____

1. Table of Content

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- 1.2 Design Intent
- 1.3 Approval and Permit
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- 1.6 Administration
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- 3.10 Under Canopy Sign

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DATE ADOPTED: _____

1. General Criteria

1.1 Purpose:

The Promenade at Natomas signage program has been established for the purpose of assuring a functional, coordinated graphics program that will provide project and Tenant identification and traffic control, while encouraging creativity, compatibility, and enhancement of the project in the City of Sacramento.

1.2 Design Intent:

The guidelines of this program are designed to complement architectural elements of the existing buildings and coordinate the type, placement, and physical dimensions of signs within the shopping center thereby appearing as an integral part of the center and not appearing as an after thought.

In cases not covered by Promenade at Natomas Signage Program, the prevailing criteria will follow the City of Sacramento Sign Ordinance in force.

1.3 Approvals and Permit:

A) Each Tenant or Lessee will be provided with a copy of the Tenant sign guidelines and criteria as their first step in obtaining signs within the Promenade at Natomas Shopping Center. Compliance with this signage program will be strictly enforced. Any non-conforming or unapproved sign installed by Tenant must be brought into compliance at Tenant's expense.

B) These criteria shall not imply that any governmental approval will be automatically granted. Tenant is solely responsible for obtaining any and all required approvals from governmental agencies and shall obtain all permits from the City of Sacramento Planning Department and Building Department.

1.4 General Requirements:

A) Each Tenant is required to submit to Landlord for approval before fabrication, at least four (4) copies of detailed design drawings indicating the location, size, copy layout, colors, materials, finishes, illumination, and method of attachment.

B) All permits for signs and their installation shall be obtained by Tenant or Tenant's representative, at Tenant's sole expense prior to installation.

C) All signs shall be constructed, installed and maintained at Tenant's sole expense.

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DATE ADOPTED: _____

Exhibit 1 – PUD Guidelines Amendment for Signage

- D) All signs shall be designed consistent with the City of Sacramento's adopted sign design guidelines for signs.
- E) Tenant shall be responsible for fulfillment of all governmental requirements and specifications, including those of the City of Sacramento and Uniform Electric Code.
- F) All signs shall be reviewed for compliance with the above mentioned criteria, as well as processed through a secondary review concerning overall design quality. Approval or disapproval of sign submittals based on aesthetics of design shall remain the right of Landlord, Landlord's representative and the City of Sacramento.

1.5 Specific Design Criteria:

- A). All signs should meet or exceed all current applicable codes (i.e. electrical, mechanical, structural, etc).
- B). Signage should meet all requirements of the State of California and the City of Sacramento.
- C). Sign content shall be limited to business identification signs only; products or service shall not be displayed on any permanent signage. Anchor and Major Tenants, however, are permitted secondary signage ("pharmacy", "photos", and the like) when it forms part of a recognized corporate logo or slogan.
- D). Tenant wall signs shall be individual pan-channel letters constructed of aluminum backs and returns with acrylic faces and internal neon lighting.
- E). On all freestanding signs, including monument signs, only the sign's copy shall be illuminated, and not the sign's background.
- F). The choice of copy font and colors shall be at discretion of the Tenant and shall be approved by owner/designer.
- G). All exterior signs shall be secured by stainless steel, nickel, or cadmium plated fasteners.
- H). All exposed fasteners to be painted to match the background surface.
- I). All wireways, transformers, electrical boxes, switches, wiring, conduit, and access doors shall be concealed.

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DATE ADOPTED: _____

Exhibit 1 – PUD Guidelines Amendment for Signage

- J). All exterior signs exposed to the weather shall be flush mounted, unless otherwise specified.
- K) All Tenant signs attached to building wall or fascia shall be connected to a junction box provided by Landlord, with the final electrical hook up and connections by Tenant's sign contractor. All Tenants shall have their signs connected to their own electrical panel.
- L) All penetrations of the building structure by Tenant's sign contractor required for sign installation shall be neatly sealed and watertight.
- M) All identification labels shall be concealed, except where required by code. An Underwriter's Label is required on all electrical signage.
- N) Sign contractor shall repair any damage caused by their work. Damage to structure that is not repaired by the sign contractor shall become the Tenant's responsibility to correct.
- O) Tenant shall be fully responsible for the operation of their sign contractor, and shall indemnify, defend and hold the Landlord, Landlord's representative, and all parties harmless from damages or liabilities on account thereof.
- P) Sign surfaces that are intended to be flat shall be without oil canning, or other visual deformities.
- Q) All exposed welded seams and joints shall be finished smooth.
- R) The general location of wall signs shall be centered vertically and horizontally on fascias, unless otherwise specified. Signs shall not cover or interrupt major architectural features.

1.6 Administration:

- A. The amount of hours per day during which the signs will be illuminated shall be determined and controlled at the Landlord's sole discretion.
- B. Landlord reserves the right to hire an independent electrical engineer (at Tenant's sole expense) to inspect the installation of all signs, and reserves the right to require that any discrepancies and/or code violations be corrected at Tenant's expense.
- C. The sign contractor shall carry workman's compensation and public liability

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DATE ADOPTED: _____

Exhibit 1 – PUD Guidelines Amendment for Signage

insurance against all damage suffered or performed against any and all persons or property while engaged in the construction or erection of signs in the amount of \$1,000,000 per occurrence.

D. At the expiration, or early termination of Tenant's lease term, Tenant shall be required to remove their signs, cap off the electrical connection, patch the fascia and paint the entire fascia area to match the surrounding areas at Tenant's expense within seven (7) days.

E. Sign contractors shall be advised (by Tenant) that no substitutes will be accepted whatsoever unless so indicated in specification and approved by Landlord and Tenant. Any deviation from these specifications may result in the rejection of the sign by Tenant and/or Landlord.

F. In the event any conflict in the interpretation of these guidelines cannot be satisfactorily resolved, the Landlord's decision shall be final and binding upon the Tenant.

1.7 Prohibited Signs:

A. No sign shall be installed, relocated or maintained so as to prevent entry or exit out of any door. No sign shall create a safety hazard by obstructing view of pedestrian and vehicular traffic.

B. No sign shall be located within a required easement, unless an encroachment permit has been authorized by the affected utilities.

C. No sign shall obstruct access to fire hydrants, fire department connections, or fire department access roads.

D. Signs on/ or affixed to trucks, automobiles, trailers or other vehicles which advertise, identify, or provide direction to a use or activity not related to its lawful making of deliveries or sales of merchandise or rendering of services from such vehicles are prohibited when such vehicles are located on the Shopping Center.

E. Signs, which audibly advertise, identify or provide direction to a use or activity, are prohibited.

F. It is unlawful for any Tenant to exhibit, post or display or cause to be exhibited, posted or displayed upon any sign, anything of an obscene, indecent, or of immoral nature or unlawful activity.

G. Painted wall signs are prohibited.

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Exhibit 1 – PUD Guidelines Amendment for Signage

H. Cabinet wall signs are prohibited, except for recognized corporate logos, which should be embossed type cabinets wherever allowed by the morphology of the logo.

I. Permanent advertising devices such as attraction boards, posters, banners and flags, except where approved by Landlord, Landlord’s representative and the City of Sacramento.

J. Window signs except where approved by Landlord, Landlord’s representative and the City of Sacramento.

1.8 Temporary Signs:

A. Temporary wall signs, leasing signs, window signs, pennants, banners or flags, inflatable displays or sandwich boards will be allowed if consistent with provisions in the City of Sacramento Sign Ordinance.

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DATE ADOPTED: _____

2. Freestanding Signage

2.1 Freestanding Signage plan

Promenade at Natomas Signage Exhibits

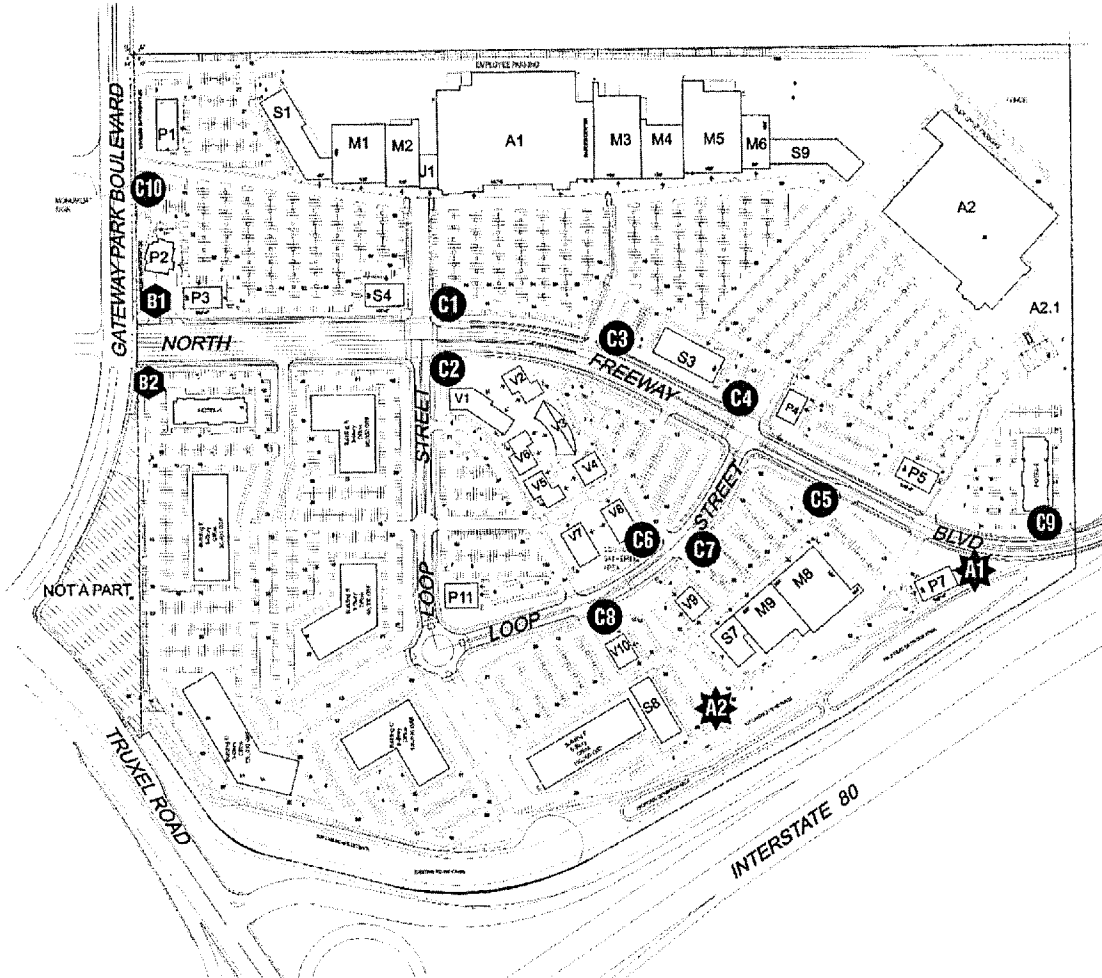


EXHIBIT - A (Freestanding Signage plan)

Sign Type	Description	Qty.	Symbols
A	Freeway Pylon	2	
B	Entry Monument	2	
C	Multi Tenant Monument	10	

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DATE ADOPTED: _____

2. Freestanding Signage

2.2 Freeway Oriented Pylon Sign (Sign Type A)

Configuration:

Double sided freestanding structure to match architecture of the center.

Content:

Center identification, anchors, majors/minors, pad tenants and food service.

Location:

Adjacent to I-80

Quantity:

Total of 2 freeway oriented pylon signs

Size:

Center identification: 2'-6" height letters

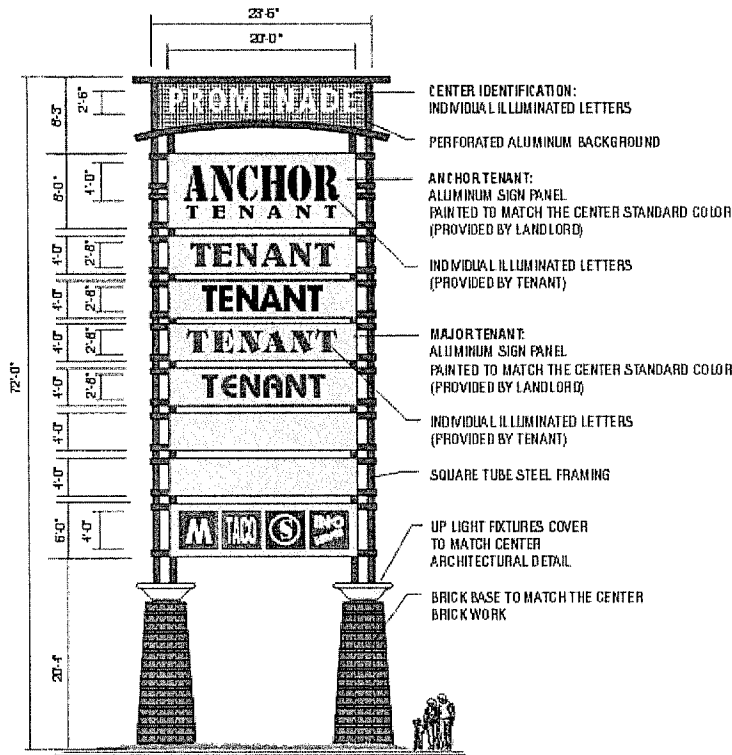
Overall size: 72'-0" H x 23'-6" W

Individual Tenant Signage:

Anchor: 4'-0" max. letters.

Major/Minor: 2'-8" max. letters

Pad/Shops: 4'-0" x 4'-0" logo



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Exhibit 1 – PUD Guidelines Amendment for Signage

2. Freestanding Signage

2.3 Center Entry Monument (Sign Type B)

Configuration:

Single sided freestanding structure to match architecture of the center.

Size:

Center identification: 18" high letters

Overall size: 6'-0" H x 50'-0" W

Content:

Center identification.

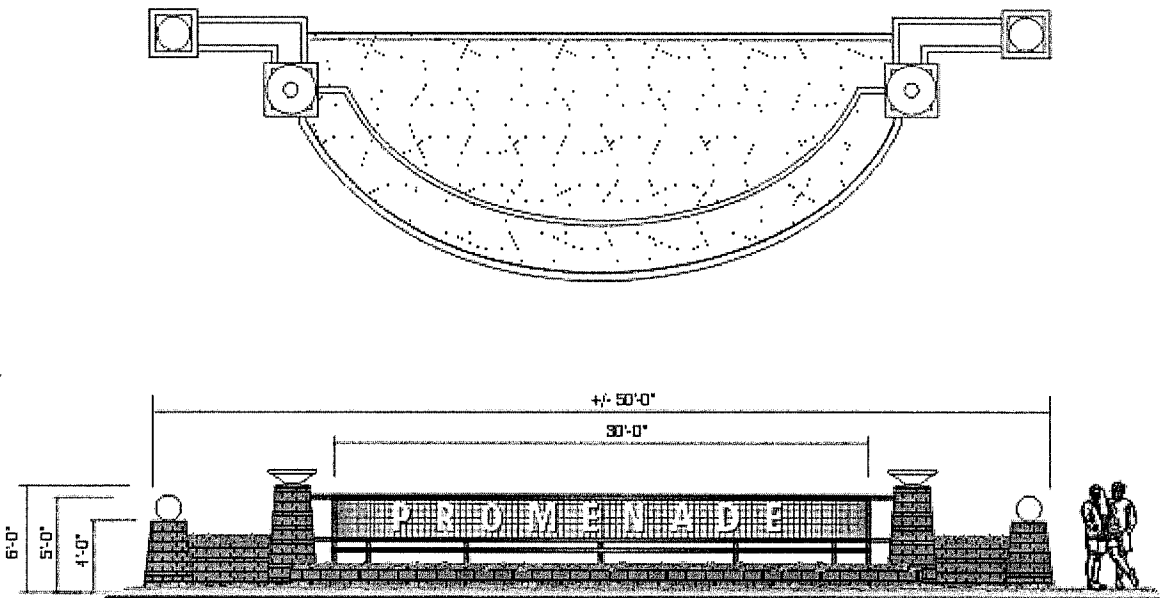
Illumination:

Externally illuminated

Location:

At the corners of Gateway Blvd. and North Freeway Blvd.

Quantity: 2each



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Exhibit 1 – PUD Guidelines Amendment for Signage

2. Freestanding Signage

2.4 Multi Tenant Monument (Sign Type C)

Configuration:

Double sided freestanding structure to match architecture of the center.

Content:

Center identification, anchors, majors, minors and pad tenants.

Location:

North Freeway Blvd. & Loop Street.

Quantity: 11 each

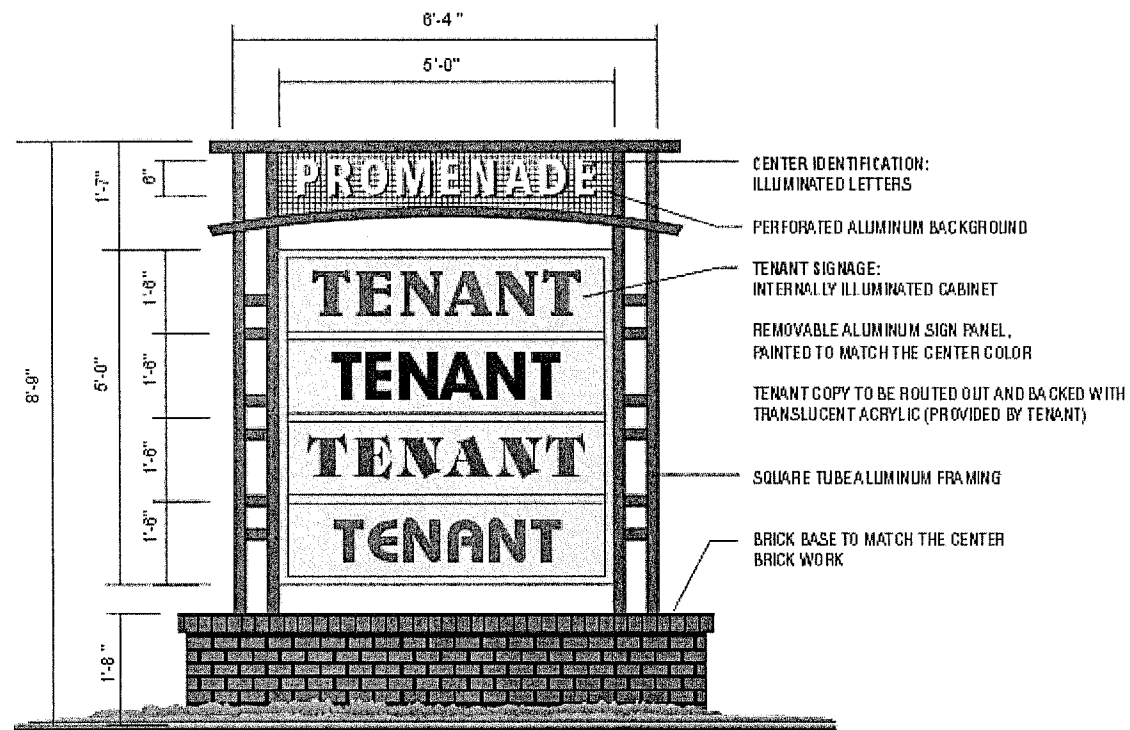
Size:

Center identification: 6" height letters

Tenant signage overall: 5'-0" H x 5'-0" W

Illumination:

Internally illuminated.



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Exhibit 1 – PUD Guidelines Amendment for Signage

2. Freestanding Signage

2.5 Directory Signs (Sign Type D)

Configuration:

Double sided freestanding structure to match architecture of the center.

Center identification:
letters

3" high

Directory case:
2'-6" W

3'-0" H x

Content:

Key Map and list of tenants in the center

Overall size:

7'-6" H x 4'-0" W

Location:

Key locations, food court area.

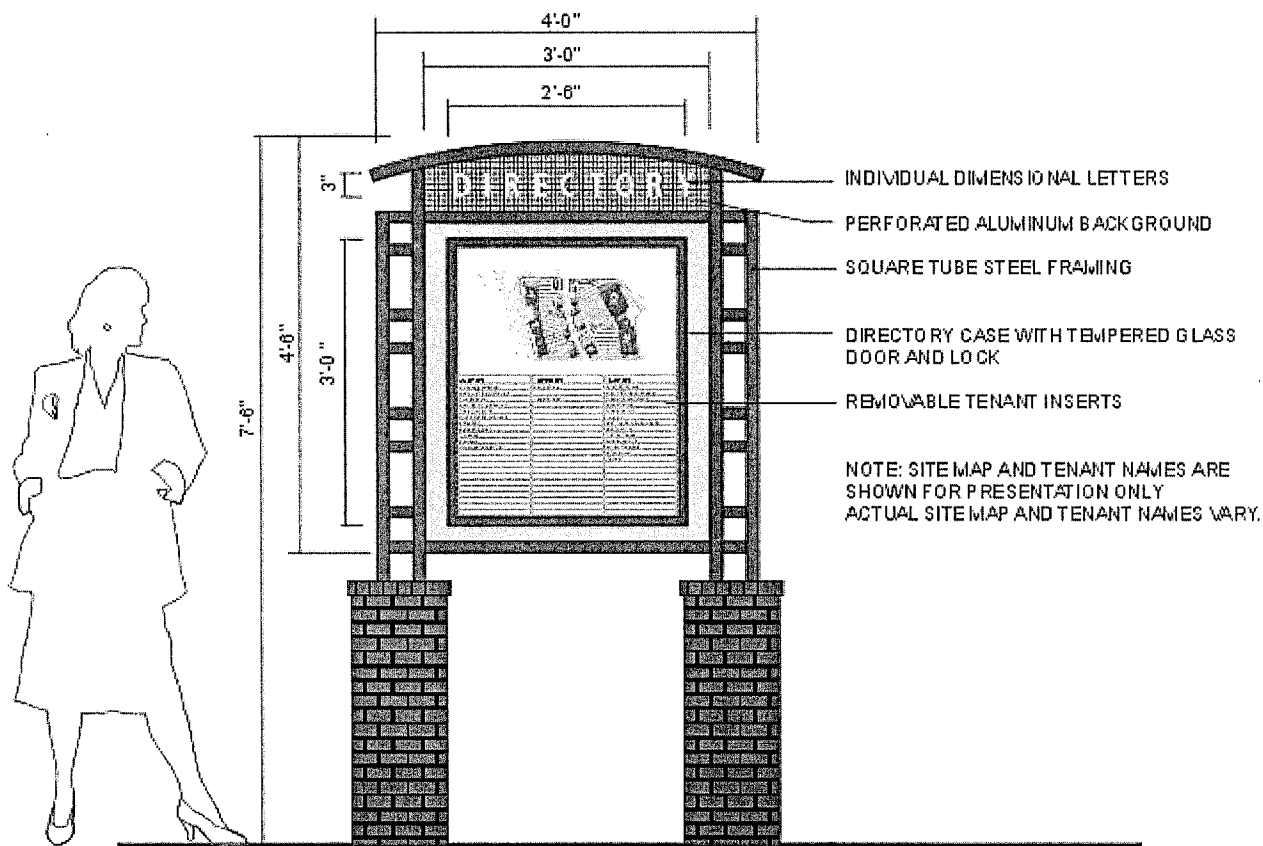
Illumination:

None.

Quantity:

Size:

T.B.D.



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DATE ADOPTED: _____

Exhibit 1 – PUD Guidelines Amendment for Signage

2. Freestanding Signage

2.6 Seasonal Banners (Sign Type E)

Configuration:
Full color banners attached to light poles.

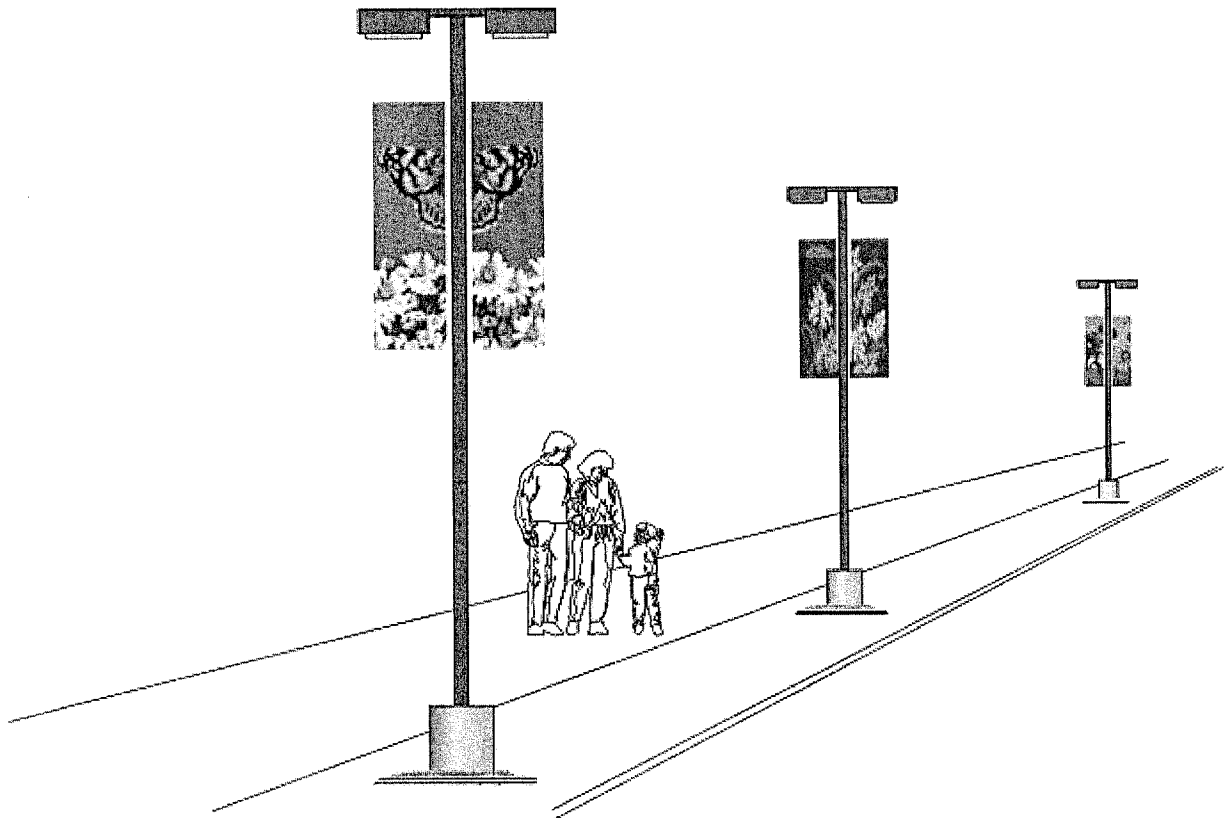
Size:
Overall size: 8'-0" H x 2'-0" W

Content:
Graphic elements.

Illumination:
Light poles.

Location:
North Freeway Blvd.

Quantity: TBD



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Exhibit 1 – PUD Guidelines Amendment for Signage

3. Wall Signage

3.1 Tenants Wall Signage General Guideline

A. Design

The intent of these guidelines is NOT to be “over-restrictive” nor to achieve a uniform look like the typical strip centers. On the contrary, since signage reflects the unique personality of the store, we strongly encourage tenants to use their allotted signage creatively, with imagination and style. In keeping with this diversity, each tenant may not necessarily be allowed to use the same types of signage as their neighbor. Each store will have a designated set of both allowable and required signage to complement its unique location.

B. Wall Mounted Signs

1. Individual internally illuminated pan-channel letters with aluminum returns, translucent acrylic faces, trim-caps and internal neon illumination
2. Individual open face channel letters with aluminum returns and exposed neon lighting
3. Individual reverse channel letters with aluminum faces and returns and halo lighting
4. Plain cabinet (box type) signs are not allowed

C. Calculation of Sign Area:

1. Area of individual letters shall be calculated according to a simple rectilinear figure that contains a word or group of words.
2. Anchor and Major Tenants are allowed to decorate the sign background to match their standard sign program. However the decorative sign background shall not be illuminated and it will be counted toward overall allowable signage.

D. Tenant Copy and Color:

1. All Tenant signage shall consist solely of the Tenant’s trade name, logo and recognizable trademark insignia.
2. Sign copy shall not include products or services except, as it may legally be part of the Tenant’s

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Exhibit 1 – PUD Guidelines Amendment for Signage

trade name, logo and recognizable trademark insignia.

3. Sign colors and the entire display including awning(s) shall be approved by (Owner).
4. Colors may conform to the Tenants color scheme. No fluorescent or "day glow" colors permitted.
5. Promenade (Owner) reserves the right to disallow colors to be used that are inconsistent with the building colors and overall theme colors of the shopping center.

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DATE ADOPTED: _____

Exhibit 1 – PUD Guidelines Amendment for Signage

3. Wall Signage

3.2 Anchor Tenant (Gross floor area greater than 100,000 square feet)

Configuration:

Illuminated dimensional letters and/ or logo, mounted to fascia.

Content:

Tenant identification.

Location:

Anchor tenants building facades.

Signage Area:

Up to a maximum of 1 square feet of signage per lineal frontage of the facade upon which the sign is located and not to exceed maximum sign area as noted.

Primary Tenant ID Sign:

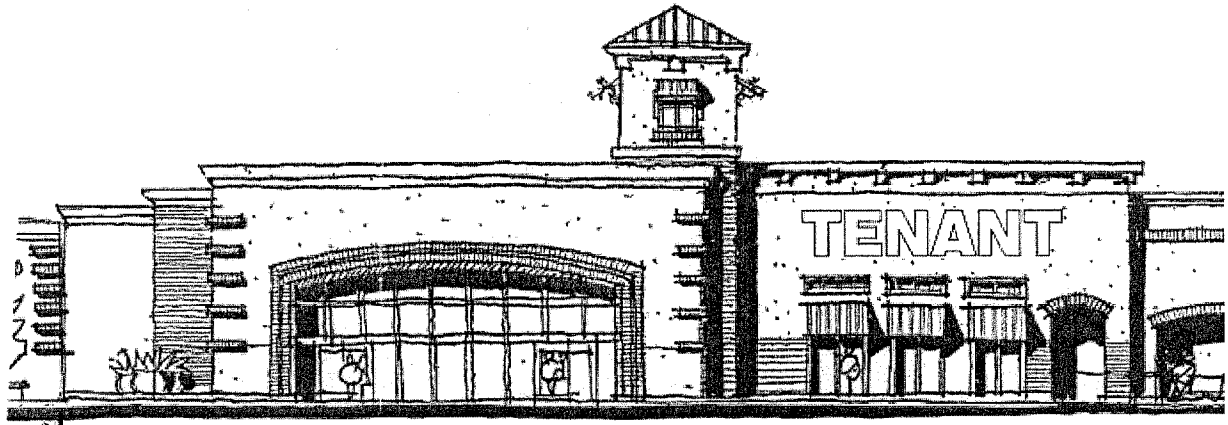
6'-0" max. high letters/logo
2'-6" max. high letters for subtext
350 sq. ft. max sign area
One (1) primary entry sign per tenant

Secondary Tenant ID Sign:

5'-0" max. high letters/logo
2'-0" max. High letters for subtext
200 sq. ft. max. sign area
Two (2) secondary tenant ID sign per tenant (one per elevation)

Secondary Entry Sign Element:

Anchor Tenants are permitted secondary signage when it forms part of a recognized corporate logo or slogan such as Garden Center, Tire Center, Pharmacy...etc.
3'-0" max. high letters/logo
100 sq. ft. max. sign area
Two (2) secondary entry sign per tenant



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Exhibit 1 – PUD Guidelines Amendment for Signage

3. Wall Signage

3.3 Major Tenants (Gross floor area greater than 18,000 square feet)

Configuration:

Illuminated dimensional letters and/ or logo, mounted to fascia.

Content:

Tenant identification.

Location:

Major tenants building facades.

Signage Area:

Up to a maximum of 1.25 square feet of signage per lineal frontage of the facade upon which the sign is located and not to exceed maximum sign area as noted.

Primary Tenant ID Sign:

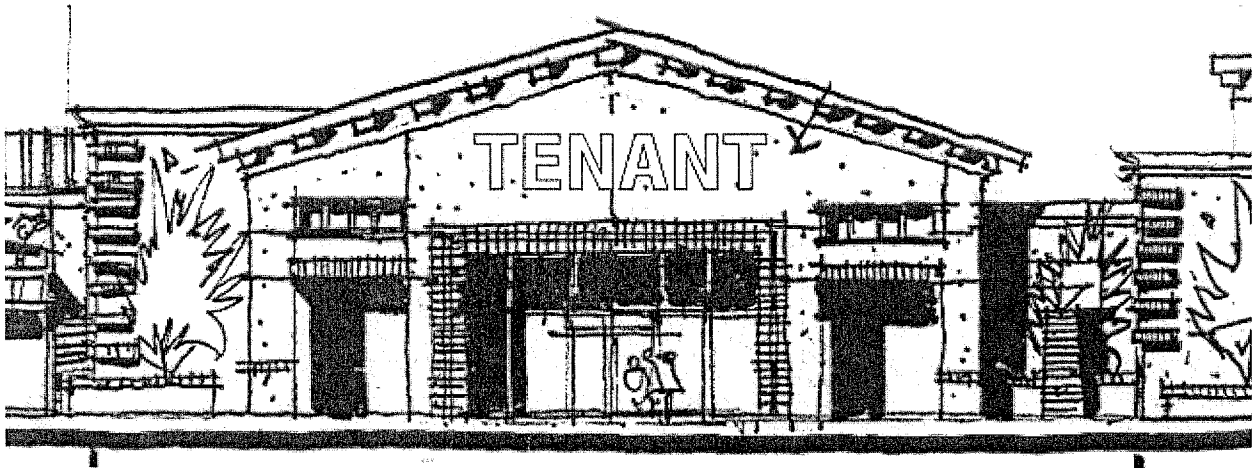
5'-0" max. high letters/logo
2'-0" max. high letters for subtext
200 sq. ft. max sign area
One (1) primary entry sign per tenant

Secondary Tenant ID Sign:

4'-0" max. high letters/logo
1'-6" max. high letters for subtext
130 sq. ft. max. sign area
Two (2) secondary tenant ID sign per tenant (one per elevation)
Note: Major tenants (M8 -M13) are allowed to have a maximum of 5'-0" high letters/logo with a maximum of 200 sq. ft. sign area on rear elevation facing I-80.

Secondary Entry Sign Element:

Major Tenants are permitted secondary signage when it forms part of a recognized corporate logo or slogan such as Garden Center, Tire Center, Pharmacy...etc.
2'-6" max. high letters/logo
80 sq. ft. max. sign area
Two (2) secondary entry sign per tenant



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DATE ADOPTED: _____

Exhibit 1 – PUD Guidelines Amendment for Signage

3. Wall Signage

3.4 Minor Tenants (Gross floor area greater than 9,000 square feet)

Configuration:

Illuminated dimensional letters and/ or logo, mounted to fascia.

Content:

Tenant Identification.

Location:

Minor tenants building facades.

Signage Area:

Up to a maximum of 1.25 square feet of signage per lineal frontage of the facade upon

Primary Tenant ID Sign:

Which the sign is located

Primary Tenant ID Sign:

4'-0" max. high letters/logo

One (1) primary entry sign per tenant

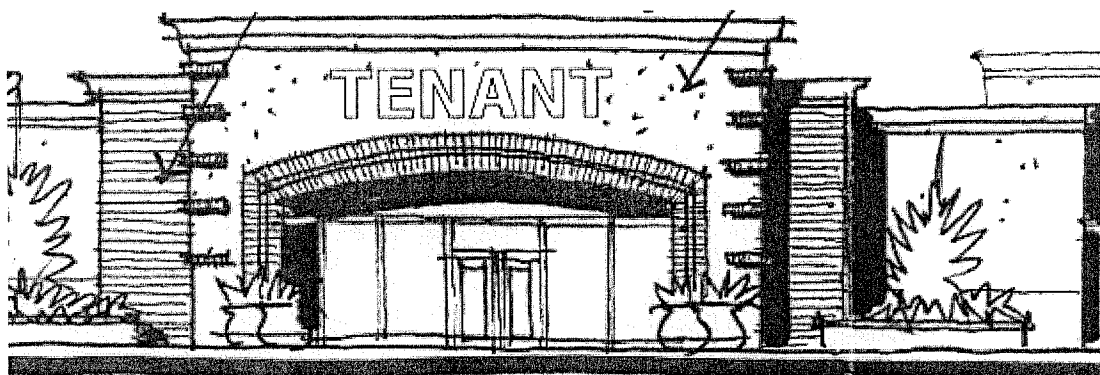
Secondary Tenant ID Sign:

3'-6" max. high letters/logo

One (1) secondary tenant ID sign per tenant

Length of sign:

Not to exceed 70% of lineal frontage of the facade upon which the sign is located.



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Exhibit 1 – PUD Guidelines Amendment for Signage

3. Wall Signage

3.5 Pad Building (Single Tenant)

Configuration:

Illuminated dimensional letters and/ or logo, mounted to fascia.

Primary Tenant ID Sign:

3'-0" max. high letters/logo

Content:

Tenant identification.

Length of sign:

Not to exceed 70% of lineal frontage of the facade upon which the sign is located.

Location:

Satellite pad building facades.

Quantity:

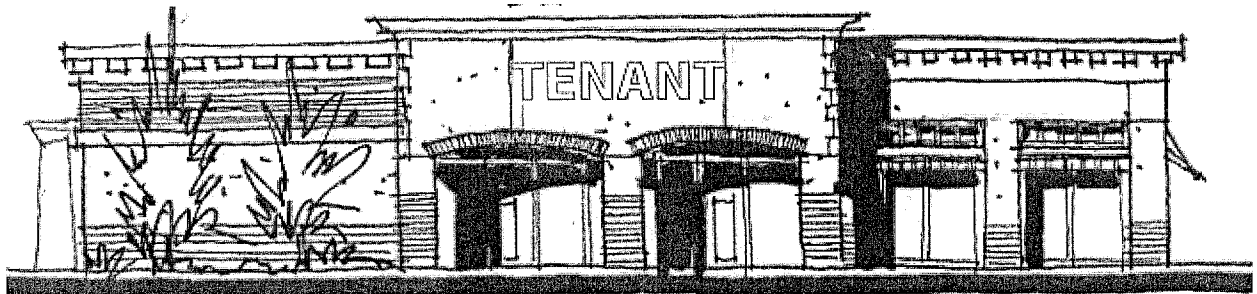
Up to 3 signs (1 per elevation)

Signage Area:

Up to a maximum of aggregate of 250 sq. f.t per building.

Note:

On-site-auto directional and & internally illuminated menu boards for food service tenants are allowed.



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Exhibit 1 – PUD Guidelines Amendment for Signage

3. Wall Signage

3.6 Pad Building (Multi-Tenants)

Configuration:

Illuminated dimensional letters and/ or logo, mounted to fascia.

Primary Tenant ID Sign:

2'-9" max. high letters/logo

Content:

Tenant identification.

Length of sign:

Not to exceed 70% of lineal frontage of the tenant facade upon which the sign is located.

Location:

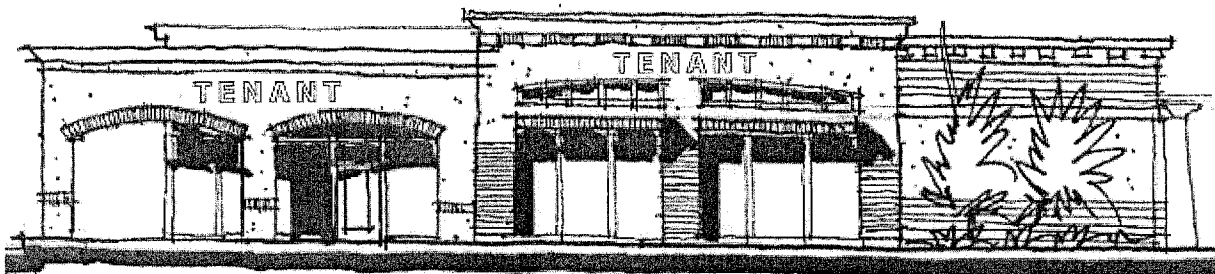
Satellite pad building facades.

Quantity:

2 each per tenant (maximum one per elevation)

Signage Area:

Up to a maximum of 1.25 square feet of signage per lineal frontage of the facade upon which the sign is located



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Exhibit 1 – PUD Guidelines Amendment for Signage

3. Wall Signage

3.7 In-Line Tenants (Gross floor area less than 3,000 square feet)

Configuration:

Illuminated dimensional letters and/ or logo, mounted to fascia.

Primary Tenant ID Sign:

2'-6" max. high letters/logo

Content:

Tenant identification.

Length of sign:

Not to exceed 70% of lineal frontage of the tenant facade upon which the sign is located.

Location:

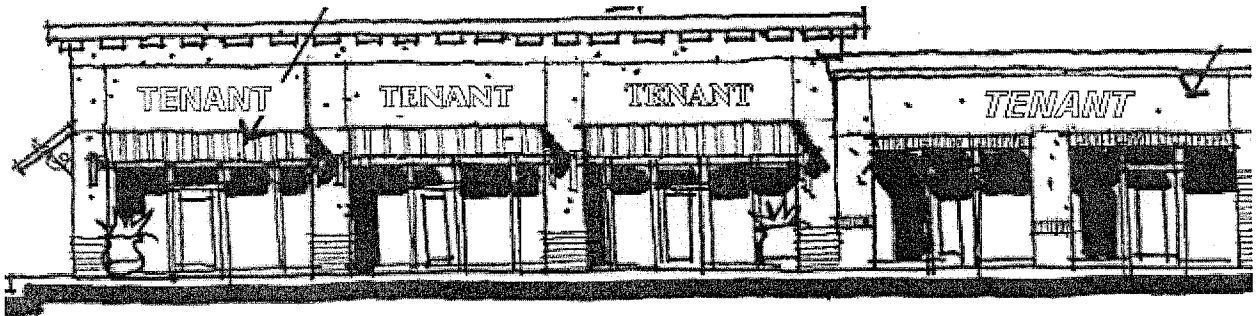
In-Line tenants building facades.

Quantity:

2 each per tenant (maximum one per elevation)

Signage Area:

Up to a maximum of 1.25 square feet of signage per lineal frontage of the facade upon which the sign is located



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Exhibit 1 – PUD Guidelines Amendment for Signage

3. Wall Signage

3.8 Food Court (Food Service Tenant)

Configuration:

Illuminated dimensional letters and/ or logo, mounted to fascia.

Primary Entry Sign Element:

2'-6" max. high letters/logo

Content:

Tenant identification.

Length of sign:

Not to exceed 75% of lineal frontage of the tenant facade upon which the sign is located.

Location:

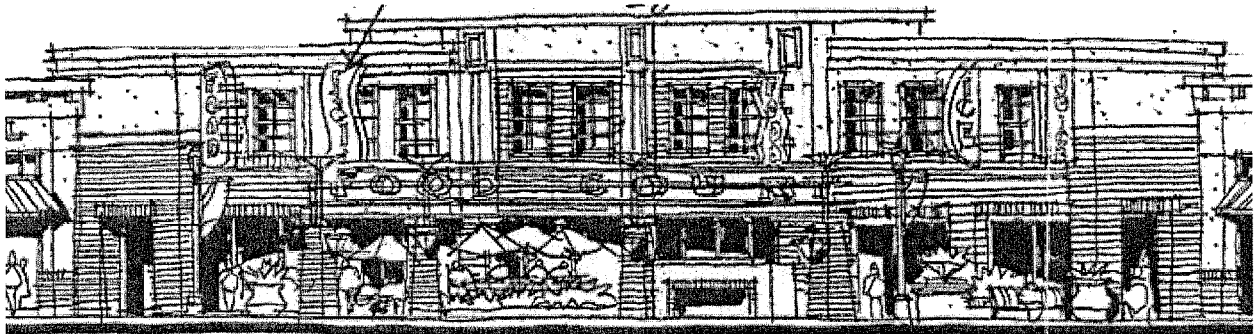
Food Court tenants building facades.

Quantity:

2 each per tenant (maximum one per elevation)

Signage Area:

Up to a maximum of 1.25 square feet of signage per lineal frontage of the facade upon which the sign is located



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Exhibit 1 – PUD Guidelines Amendment for Signage

3. Wall Signage

3.9 Food Court (Balde Mounted Signs)

Configuration:

Illuminated or non-illuminated flag mounted signs, mounted to the wall.

Type:

Dimensional aluminum blade signs.
Canvas mounted signs are not allowed.

Content:

Tenant identification or graphic element.

Signage Area:

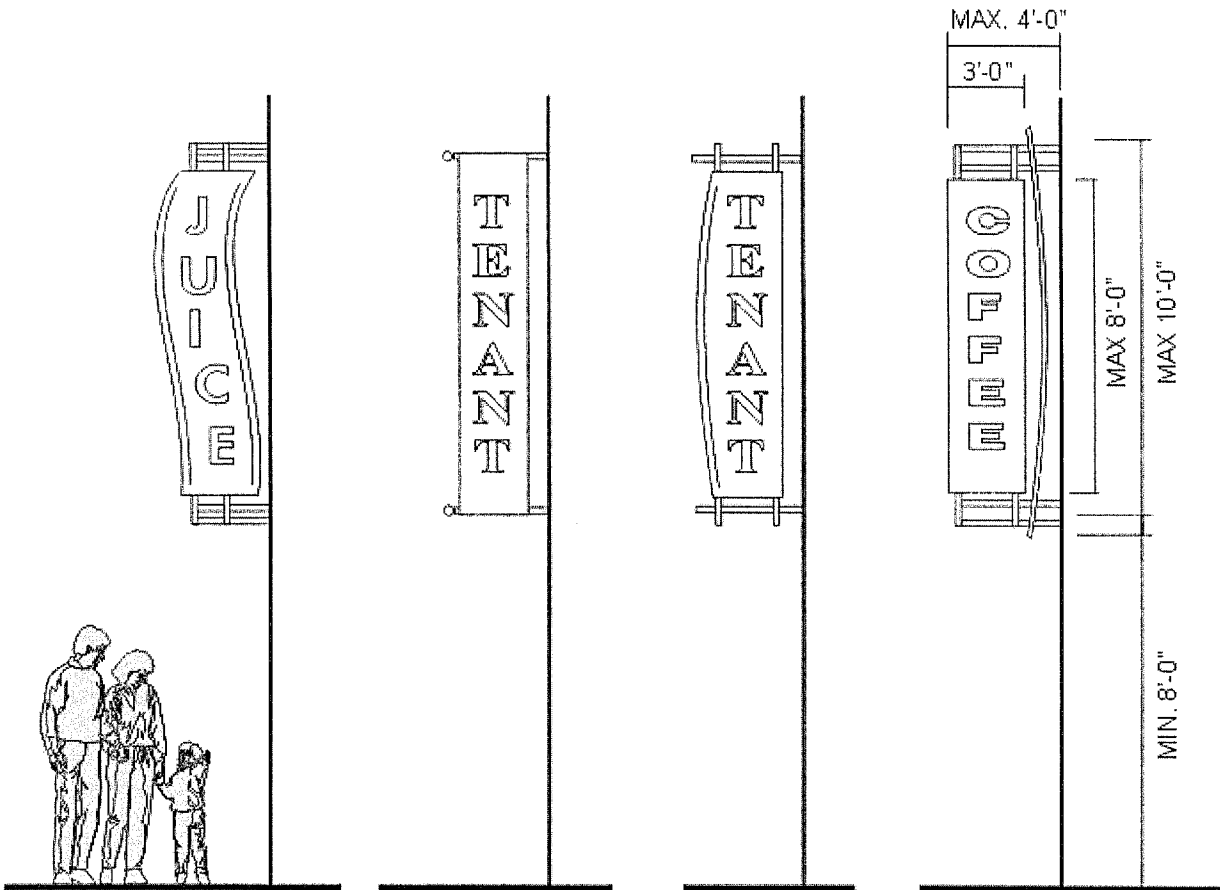
Up to a maximum of 24 square feet

Sign Size:

Up to a maximum of 3'-0" x 8'-0"
Overall 10'-0" max.

Quantity:

One (1) each per tenant, corner or end building are allowed one additional sign.



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Exhibit 1 – PUD Guidelines Amendment for Signage

3. Wall Signage

3.10 Under Canopy Signs

Configuration:

Double sided hanging signs identifying the tenant.

Type:

Illuminated or non-illuminated signs

Content:

Tenant identification.

Location:

Located perpendicular to the storefront under a canopy or similar structure.

Sign Area:

Not to exceed 6 sq. ft.

Length:

Not exceed 4 ft.

Height:

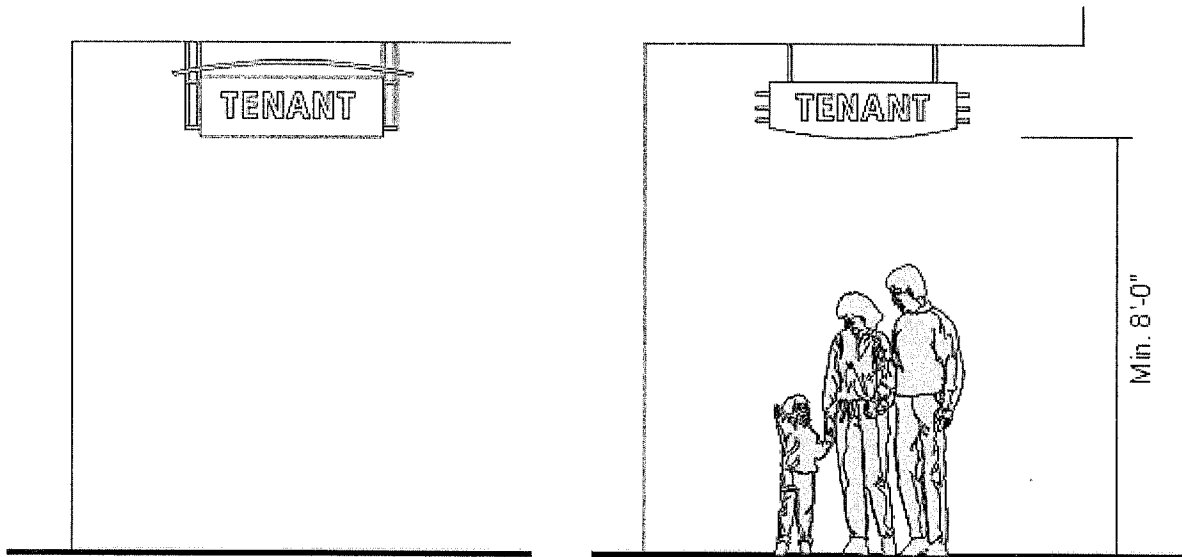
Not to exceed 1.5 ft.

Quantity:

1 each per tenant entrance.

Clearance:

Minimum of 8 ft. from bottom of sign.



Conceptual under canopy sign

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